FOR MORE INFORMATION:
DENNIS PAGE (CEO) @ 917.991.1395 • dpage@slammediainc.com
DAVID SCHNUR (COO) @ 914.246.8454 • dave@slammediainc.com

FOR NEW BUSINESS INQUIRIES:
MICHAEL YAARI @ 917.887.1498 • michael@slammediainc.com
JESSE GOLDSTEIN @ 646.209.9502 • jesse@slammediainc.com
RYAN MOSS @ 914.841.8003 • ryan@slammediainc.com

21 W. 46TH ST • SUITE 504
NEW YORK, NY 10036
WWW.SLAMONLINE.COM
For 25 years, SLAM has been the most authentic brand in basketball storytelling. We reach close to 10 million engaged hoops fans across social, digital, and print platforms.

Covering all aspects of the game on and off the court, SLAM is one of the OGs in basketball culture.

We were the basketball internet before the internet. SLAM remains the most dominant basketball media brand worldwide.
SLAM's differentiator lies in the organic relationships that exist between our brand and hoopers from all levels.

This mutual affinity, grown over 25 years, has positioned SLAM to be the most followed basketball social media account by the game's most recognizable players.
SLAM Media is **#8 in total social actions** for US sports media sites — and the **only single sport brand** in the Top 10.

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*Source: Shareablee April 2019*
SLAM INSTAGRAM CHANNELS

@slamonline
SLAM's Instagram with over 1.6m followers, is a highly curated gallery of some of the best basketball content in the world. From franchise posts like #MJMondays and #SLAMhoops to classic #FBF and #TBT pics, SLAM’s Instagram is a must-follow.

@slam_hs
With over 480k followers, SLAM’s high school basketball account has become the premiere Instagram account for all things high school hoops. Exclusive player mixtapes, highlights from All-American games/tournaments, and in-your-face, SLAM-style editorial features are uploaded daily to this burgeoning channel.

@slamkicks
Footwear has always been, an integral part of SLAM’s DNA. SLAM Kicks provides over 500k followers the opportunity to stay looped in on the hottest sneaker trends in the basketball world. Covering everything from on-court-off-the-court styles, SLAM Kicks is a must-follow account to every legitimate basketball sneakerhead.

@leaguefits
The NBA pregame walk-ins is officially the new runway – just ask Russell Westbrook. In today’s world the NBA’s biggest stars drive fashion culture forward. League Fits gets you in front of these fashion icons with imagery of players’ outfits from head to toe keeping you up-to-date on the Leagues latest styles. Launched in April 2018, LeagueFits has over 200k followers and growing.
In the last three months, **SLAM owns 4** of the Top 15 best sports-lifestyle media brands in Instagram growth.

Among the sports-lifestyle media brands with **1mm + followers** in the last three months, SLAM's Instagram ranks 4th in interaction rate, besting Ballislife, Complex, Sports Illustrated, and NBAonTnT.

**Source:** CrowdTangle March 2019
SLAM TWITTER CHANNELS

@slam.online
SLAM's Twitter account is a great way for us to directly engage with our readers. We’re constantly fielding questions about the new issue, reader subscriptions about the new issue reader subscriptions, and just plain old trash talk. SLAM’s Twitter gets over 725k readers as close to the SLAM Done as possible.

@slam_hs
With over 45k followers, SLAM has become the go to Twitter channel for all things high-school basketball. Exciting and engaging player mixtapes, in-your-face editorial features, and up-to-date news are uploaded daily to this growing channel.

@slam.kicks
SLAM is famous for covering all aspects of basketball culture, with a huge emphasis on what NBA players are rocking on their feet. Created in January 2019, @SLAM-Kicks provides over 18k followers the opportunity to stay updated with NBA players’ kicks every night.

@league.fits
Launched in November 2018, LeagueFits brings over 30k followers in front of the NBA’s fashion icons with eye-catching images of player outfits. With pre-game player entrances becoming the NBA’s runway, this Twitter channel is for anyone trying to keep up with the League’s latest styles.
More NBA players follow SLAM on Twitter than any other sports-lifestyle social media brand.

1. **SLAM** (205)
2. NBA on ESPN (142)
3. ESPN (135)
4. Ballislife (132)
5. Hoops Hype (113)
6. Bleacher Report (112)
7. Players Tribune (95)
8. Nice Kicks (83)
9. Sports Illustrated (79)
10. Inside Hoops (73)
11. Dime on UPROXX (46)
12. Sole Collector (45)
13. Kicks on Fire (39)
14. Real GM (36)
15. Uninterrupted (32)
16. B/R NBA (31)
17. Complex (31)
18. TMZ (28)
19. Yahoo Sports NBA (26)
20. Overtime (18)
21. Fox Sports (17)
On Facebook, SLAM reaches 3.7 million+ basketball fans and players from around the world who live and breathe the game and the culture. SLAM’s Facebook is a real-time way to get a sense of who fans are excited about and who they’re over.
SLAM maintains longstanding partnerships with endemic and non-endemic brands alike.
SLAM SPRINTER

The SLAM Sprinter was first introduced during the 2019 NBA All-Star Weekend, and it was an incredible success. In addition to getting top NBA talent to stop by for content, SLAM Sprinter social posts received over 2.5m impressions in just 4 days.

SLAM SUMMER CLASSIC

Scheduled for the third weekend of August, the SLAM Summer Classic Vol. 2 will be played at the iconic Dyckman Park in NYC. Twenty of the best rising sophomores, juniors, and seniors from across the country will take part in a weekend full of hoops, history, and community.

SLAM DRAFT SUITE

For the last 8 years, SLAM has been host to what has become the “unofficial” NBA Draft Suite. In the days leading up to the draft, potential rookies come by our suite to grab some cool gifts from our partners, create exclusive video content, and just hang for a little, taking a break from their otherwise crazy schedules.
**YERRR OR NAHHH**
NBA players answer a series of engaging questions with either Yerr or Nah, and explain their answer’s reasoning.

**BAG TALK**
SLAM captures the reactions of NBA players as they pull out surprising items from a bag that resonate with them.

**COVER SHOOTS**
An all access pass to the production of SLAM’s iconic cover photos.

**CATCH MY THRIFT**
Get to know your favorite pro players as they scout new fits at the thrift shop while answering a series of interesting questions.

**SNEAKER DRAFT**
Players are handed a budget and are challenged to draft their sneaker starting line-up.

**WHOSE MANS**
It's a classic case of whodunnit as summer league players are presented with ridiculous tweets and have to guess which teammate is responsible.
SLAM launched KICKS in 1998 as the first magazine devoted exclusively to sneakers. Twenty-one years later, SLAM continues to publish KICKS and annual special issues devoted to the Air Jordan line. Driven by resellers and collectors alike, the sneaker game is now bigger than ever, estimated to be over $1 billion.
### 2019 Publishing Schedule

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*Large Format/Premium Package

**Circulation:** 100,000  
**Readership:** 600,000  
(6 readers per copy)
Merchandise

From logo hoodies to cover tees to original basketball inspired designs, SLAM is poised to develop a full-blown streetwear brand around basketball culture.
In February 2018, we launched SLAM Studios to produce and co-produce mid- and long-form content to sell to third parties.

**SLAM Studios is represented by William Morris Endeavor (WME),** the leading talent, entertainment and media company with an unparalleled list of artists and content creators.
SLAMONLINE.COM is the ultimate website for the ultimate basketball fan. Targeting the key audience of 15-25-year-olds the same way SLAM Magazine does, slamonline.com is informative, irreverent and above all, the place for everything basketball. With over 1.5 million user and over 3 million page views per capture this highly desirable audience.

The loyal readers of slamonline.com come from all over the world. London to L.A, Stockholm to Sydney, Beijing to Birmingham. They can’t get enough basketball with our exclusive interviews, breaking news and unique voice, more and more people are coming on board everyday to check out their favorites.

UNIQUE USERS PER MONTH: 1.5M +
PAGE VIEWS PER MONTH: 3M +
AD IMPRESSIONS PER MONTH: 10M +

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RESPECT THE GAME